A Study of Constraining factors and future prospects of women Entrepreneurship Development in Uttarakhand.

A Synopsis

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Introduction

Entrepreneurship is the first and foremost attempt to create a value through recognition of business opportunity. Entrepreneurship is entirely based upon innovative ideas, risk, grabbing various opportunities which generally come in the way of one's business. Entrepreneurship is a purposeful task so as to attain a specified objective. Entrepreneurship basically reveals the functions performed by an entrepreneur in establishing an enterprise. Just as management is regarded as what manager does to attain his objective so in the similar way, entrepreneurship may be regarded as what entrepreneurs do. In other words, entrepreneurship is the act of being an entrepreneur

Entrepreneur is a person who is highly motivated, positive, forward looking, enthusiastic, risk-bearer, faces the competitive market. But "who can be an entrepreneur?" When this question is generally asked to anyone in this existing society the answer which we get is Mr. XYZ the owner of the XYZ co Ltd. But, why not Mrs. XYZ or Miss XYZ? Because people have a mentality that a woman cannot be an entrepreneur or she cannot establish her own business the reason being, that she is a women.

Women constitute almost half of the total world population. So, is in India also. They are, also therefore regarded as the better half of the society. In most of the countries the average earnings of the women are low as compare to the man and generally women are always considered that they cannot even earn more than those of the men because in several developing countries, marriage is the only carrier for most of the women. Women have been confined to their activities to selected professions such as education, nursing, medicines, and office work. Very few women try to enter into the profession like industry, engineering, trade etc. Several things have been changed, new technologies have been introduced, people are

becoming more modern, adopting modernization but when we look into the matter of women development still people have an old and odd mentality about women that they cannot raise themselves, cannot go out for a work and cannot even start up their own business or cannot do something of their own. These are not new about women but are still carried away from centuries and women have been a victim of social prejudices, discrimination, domination, de-motivation and also demoralizing. Even parents prefer male child instead of a female child. Lakhs of foetus are destroyed after the pregnancy test reveals about the child. Women are generally presumed to be weak, passive, dependent and people oriented which is very much wrong point of view about women because in recent years, it has been observed and studied that women are really doing a remarkable job while in their profession, service, etc and women have also realized about their capabilities and talents.

Several women have started establishing their own business or an enterprise. They took the initial step to grow themselves into the field of business organization. Women have not only initiated the first step to establish its own enterprise but women are also competing successfully with men despite of the social, psychological and economic barriers. Women are trying to bring themselves to the topmost level only just because of the education, political awakening, urbanization, legal safeguards, social reforms, etc. It was not like that women were not able to handle all these professional works of business therefore, several constraining factors came in the path of women entrepreneurship and due to all those problems, barriers and hindrances. Women didn't take the initial step towards the entrepreneurship.

But, now due to the growing modernization and understanding in the family, people have started supporting their daughters and daughter- in- law. We have heard and also observed

that nowadays, girls or women are going out to avail higher education and then they start working in some or other good renowned and reputed multinational companies or an organization but, we hardly observed and heard about the women running her own business enterprise or a multinational company because women entry into the business is a relatively a new phenomenon on account of the breakup of the joint family system and the need for additional income to maintain a good standard of living, women began to enter into the competitive world of business. There are several reasons for women to start- up her own business may be she is not able to get a job in the market place or she may not be able to work out of her house. Some women may start their own business may just because they are not comfortable in working under the supervision of a male owned firms So, whatever the reason would be. But, slightest development in the women entrepreneurship has started taking place in almost every part of the world. But, the constraining factor does not end up when the family starts supporting the women for the entrepreneurship. Actually, it is the outside and the competitive world which creates maximum problems in the path of women entrepreneurs. Women at one point of time may handle or manage to come out of the problems created by her family members or any other member of the family. But, when unknown people like, competitors creates barriers and hindrances in her path by dominating, putting wrong allegations on her, etc. This is the actual platform wherein she needs her entrepreneurial skills to be developed so as to fight with the entire outer world and to prove herself in the business environment. Some typical women enterprises are the extension of kitchen activities like pickles, powder and papad, etc. These women enter into the industries just because they are not that much educated enough to handle and understand technologies which one uses in her business. But, with the wide spread of excessive education, awareness and motivation, women

entrepreneurs have started entering into the field of engineering, electronics, energy and many other more industries. Nowadays, various government agencies and voluntary bodies, like MAHILA MANDALS have accelerated the growth of women entrepreneurships in the country. Women entrepreneurs are largely confined to the urban or metropolitan cities in INDIA. Most of the women entrepreneur also operates their business in small scale units. However, women entrepreneurships have started developing to such a great extent that we are now able to find many women entrepreneurs in the rural areas also who basically undertakes to organize and run an enterprise in a rural area for their own survival.

But still these women are working at a very small level and operating their business in a small unit just because they face lots of obstacles and constraints. These constraining factors are generally illiteracy, lack of vital information, fear to take risk, lack of experience, training, and feeling of insecurity, no contacts, inequality, gender discrimination and competitors in the urban areas. These constraining factors not only decreases the motivational level of the women entrepreneurs but it sometimes also deteoriates the quality and efficiency of the women entrepreneurs. Women entrepreneurships development is not only the development of entrepreneurial skills of the women entrepreneurs but, it basically develops the women entrepreneurs harmoniously so that she could be able to handle all kinds of constraints in her future business and can grow her business in the further future.

Women entrepreneurships development not only develops the existing women entrepreneurs but in actual women entrepreneurship development helps to generate and invite more and more women entrepreneurs into the entrepreneurship. Women entrepreneurship development basically increases the participation of women into the entrepreneurship.

- Different techniques and strategies can be used for women entrepreneurship development like generating awareness about women entrepreneurs, motivation, encouragement, training programs for the women entrepreneurs, providing certain vocational trainings, skill development programs, training on financial management, etc.
- Training on leadership qualities.
- Conducting seminars on the success of existing women entrepreneurs.
- Contacting certain women colleges to increase the participation of women into entrepreneurship.
- Conducting live interviews so as to motivate and encourage other women to become women entrepreneurs.
- Providing basic knowledge and basic education to women entrepreneurs.
- Providing basic computer knowledge to women entrepreneurs.
- Providing certain training about basic mathematical calculation to women entrepreneurs.

Objectives of the study

1. To ascertain all the constraining factors of women entrepreneur in Uttarakhand.
2. To analyze the impact of constraining factors on the women entrepreneurship development.
3. To ascertain the factors responsible for influencing women to adopt entrepreneurship.
4. To find out the various ways of reducing constraining factors of women entrepreneur.
5. To suggest various developmental strategies, plans, schemes & programs for the successive growth of women entrepreneur in Uttarakhand.

Review of literature

Meenu Goyal and Jaiprakash (2011), revealed the factors which affects the women entrepreneurship development and gives various suggestion for the growth of women entrepreneurs. The main purpose of this research paper is to find out the reason of becoming the women entrepreneur, slow progress and slow development of women entrepreneurs. There are many reasons which creates the reasons to become women entrepreneur such as strong desire to do something, to meet her personal needs and to become financially strong and independent, management of family occupation, self identity and social status, to become idol for others, to generate employment opportunities for others, need of money, to implement her knowledge and education for something of her own, to be able to take her own decisions, influenced by other women entrepreneurs stories of success. Due to all these reasons many women have started their own business and started competing men successfully. Starting up their business is not the end of the problems for women entrepreneurs. But, the actual problems starts when a women starts her own business such as, women family restrictions and obligations, male dominations society, women are considered weak, stiff competition, lack of finance, lack of confidence, fearful nature, old mentality of society , financially weak, lack of education, lack of financial assistance, lack of vocational training. Growth of women entrepreneurs can be done by encouraging and motivating women, organizing training programs, seminars, vocational training, providing financial assistance from banks and financial institutions, standard of education should be raised. These strategies if implemented can help in the women entrepreneurship development to a great extent.

Dr. Vijayakumar and Jayachitra (2013), focuses on the major issues, problems, and challenges faced by the women entrepreneurs. It has been analyzed in this paper that the challenges play a major role in the women entrepreneurs' development. These challenges generally affect the efficiency of the women entrepreneurs. Problems which generally affects the performance of women entrepreneurs are "lack of finance", as finance is the foremost requirement for the business, "Marketing problems" this problem is related entirely with the market information, market survey, etc. as every businessmen is dependent on the middlemen who actually provides true market information to the entrepreneurs. But in case of women, women get exploited by the middlemen. Women faces the problem of "insufficient raw materials" as women are not able to acquire the raw material for their production process, women faces a lot of "stiff and hard competition" from the other competitors, "male dominating society", women entrepreneur lacks in vocational training, women sometimes lacks behind in some of the legal formalities, Indian society have never respected women entrepreneurs, women lack behind in building up the team. This paper has given some suggestions for women entrepreneurs development which can be implemented with the help of government such as, To organize major development programs for employees, training facilities should be organized, new equipments and new strategies should be developed, certain marketing assistance and help should be provided to the women entrepreneurs, motivation should be given to the women entrepreneurs for their right decision making process.

Gururender Nath Bhardwaj, Swati Parashar, Dr. Babita Pandey and Puspamita Sahu (2013), reveals that there has been an immense increasing number of women who have entered into entrepreneurship. It has been analyzed that there are some major factors which influences women to enter into the entrepreneurship like self determination, recognition, self esteem, career orientation, economic and financial condition of women, unemployment etc. Women entrepreneurs whether successful or not successful faces a lot of hindrances and barriers such as gender inequality, lack of complete information, lack of training opportunities, lack of proper infrastructure, lack of self confidence, lack of leadership and many more. This paper has also found the medium by which certain problems and hindrances can be removed or development of women entrepreneurs can be done and their efficiency can be increased. The measures which can be taken to remove the obstacles in the women entrepreneurship development are such as improvement in the mindset of the people in society, designing different valuable programs for the enrichment of women entrepreneurs, inculcating marketing skills in women entrepreneurs, Various sponsored programs can be undertaken, Computer based knowledge should be imparted to women entrepreneurs, updating women entrepreneurs with latest technologies, advices can be provided from well known and successful women entrepreneurs, conducting interactions sessions for the women entrepreneurs, women development corporation should try to come forward to help women entrepreneurs in arranging various seminars and exhibitions, providing right knowledge of advertisement. All these measures will definitely help in the overall progress and development of women entrepreneurs.

Md. Zohurul Anis and Md. Mehedihasan (2013), main objective is to find out the opportunities and challenges faced by the women entrepreneurs of SMEs in Rajshahi area. The study also tries to focus upon the role of women entrepreneurs of SMEs, financial and technical aids for the Women, problems faced by them and also different opportunities through which women entrepreneurial skills can be developed. Women entrepreneurs of Rajshahi area had to go through a lot of challenges in their business such as backward mentality of people, insufficient raw materials, problems to access the credit facilities, lack of efficient and talented manpower, insufficient capital, no financial support, low standard training facilities, poor education and lack of practical knowledge, lack of experience, Improper infrastructure, transportation problems, lack of communication, lack of marketing skills. These are some sectors in Rajshahi area where women entrepreneurs have easily proven themselves and did their best. Opportunities which women entrepreneurs easily maintained in different sectors are textile industries, silk enterprise, leather factories, packaging and packing, pulse mills, rice mills, plastic factories, auto flour mills, cold storage factories, poultry farming, cattle rearing, soup industries etc. According to this research paper, there are certain institutions which can provide considerable financial assistance and logistic supports for the women entrepreneurship development in the Rajshahi area. Women entrepreneurship development in the Rajshahi area can also be done in different ways such as removal of narrow minded mentality and thoughts of people, Enhancing more micro credit financing system, adequate power and water supply, Designing and maintaining certain types of training programs, providing and developing transportation facilities, removing market problems, technology up gradation, imparting basic knowledge of business to women entrepreneurs, establishing board on women entrepreneurship development. All these prospects for the women entrepreneurship development can be done for the further growth and development of women entrepreneurs in Rajshahi area.

Jadhawrao Madhavi Sugaraj and Dr. Salve P.S. (2015), they made an attempt to analyze the women participation in several kinds of entrepreneurial activities so as to make a contribution towards economic development. In this research paper, it has been tried to examine the factors that are faced by the women entrepreneurs in running their enterprises. There are several policies and programs made by the Government to enhance and develop women entrepreneurs. Such like ILO's Women entrepreneurship development program (ILO-WED) is a part of small Enterprise Development program. ILO-WED basically tries to provide several economic opportunities for women by providing support to women to start-up their own enterprise, formalize their business and to grow their enterprises. ILO-WED also tries to remove gender inequality issues. ILO-WED is basically working with government, employer's organizations, trade unions and local community based organizations with the motive to provide best working environment for women entrepreneurship development so that employment opportunities can be created. ILO-WED is a strategy that was adopted by the Governing body in March, 2008 with the motive of supporting women entrepreneurs so that they can contribute towards economic development. It has been observed, that there are certain factors which helps women to become an entrepreneur such as economic independence, dissatisfactory with current job, unemployment, support from family, to earn more money, family business, self esteem, to improve standard of living, High interest level to do something of their own. Besides all these factors which generally motivates women to become an entrepreneurs are tons of constraints which acts as a barrier like poor self Image, Lack of motivation and role conflict, no leadership quality, narrow, minded family, financial problems, lack of financial assistance, no security, fear of failure, people criticism, not able to balance her life. Several policies and programs can be inculcated so as to increase the efficiency and performance level of women entrepreneurs. To increase the participation of women entrepreneurs in small and medium scale sector role of

Indian government, financial Institutions, is very much important for women entrepreneurship development.

Seema Johar (2015), she tries to focuses on the growth and performance of women in India and the problems and challenges which are faced by the women entrepreneurs of Ghaziabad city. Several factors which forces women to become an entrepreneurs are also analyzed along with the factors taken by the government to develop women entrepreneurs. Nowadays, almost all women are literate and educated enough. No women wants to remain in the four walls of the kitchen, they also wanted to prove themselves by doing something of their own. There are multiple reasons that influences women to be an entrepreneur such as women are said, they are multitalented because of their innovating thinking and innovative thinking helps a woman to produce several innovative ideas for her business unit. Education and the qualification that women has acquired influences her a lot, social status and individual identity in the society, to create employment opportunities for other women, to be an idol for others, Government policies and programs set up for the development of women entrepreneurs influences women positively to become a women entrepreneur. Family encouragement and support to improve one's standard of living. Problems and challenges faced by women entrepreneurs are very much large in number. The suggestion for the growth of women entrepreneurs is equally important because suggestions and steps for the growth of women entrepreneurs can help women entrepreneurs to improve their performance level. Suggestions like women should get proper education, women should try to upgrade their knowledge of her own, should work on her personality development and several skills of entrepreneurship, family should definitely provide support to Women entrepreneurs, Women should try to improve their marketing skills so that she can enhance her business unit and get success in her entrepreneurial activities.

Rekha Panchal and Kavita Dua (2013), reveals the demographic and professional profile of women entrepreneurs in Haryana state. The study has revealed that the maximum numbers of women are less educated and generally they provide services and run their enterprises in the part of their house only. The second objective of this paper was to find out the ultimate factor that actually motivates or establishes the need to become a woman entrepreneur and these factors are such as economic difficulties, challenging environment, family interest, knowledge, economic support, career oriented, social freedom, social identity and status in the society. These factors are not just the factors which influence the women of Haryana to be an entrepreneur but these factors motivates them to a great extent to be a women entrepreneur and takes them to a successful place.

S. Vargheese Anthony Jesurajan and Dr. M. Edwin Gnanadas (2011), analyzed the entrepreneurial development among women in their existing status and the factors which encourages the women to become an entrepreneur. Participation to become women entrepreneur is very much important so as to be self dependent and also for the further more women to enter into the entrepreneurship. Influential factors which bring more number of women into entrepreneurship are economic independence, self interest, market potentials, social status, hereditary, technical knowledge, education, encouragement from family members, financial necessity, etc. Once the women become an entrepreneur she starts facing numerous kinds of objections, barriers such as social-economic problems, family objections, societies attitude, custom ignorance, no benefit of education, illiteracy, narrow minded thoughts. These factors can be minimized only when women tries to develop as an entrepreneur in her business, unit and by motivating and providing excessive support to women entrepreneur to achieve their target.

Ms. Sweety Gupta and Ms Aanchal Aggarawal (2015), analyzed that women entrepreneurs are not the women who works only for themselves but working for their own and for themselves they actually creates employment opportunities for the other women by establishing and enterprise. This paper focuses mainly on the constraining factors and major factors which affects the development and performance of the women entrepreneurs and several measures which can be taken to improve the women entrepreneurship in India. Constraining factors are the major issues which becomes the main hindrance in the path of women entrepreneurship. Economic instability, lack of risk taking capacity arrangement of capital and raw material, cut throat competition, illiteracy, lack of financial assistance, marketing issues, and lack of self esteem, and self confidence are the major and the biggest constraining factors of women entrepreneurship development. Women entrepreneurs faces lots of challenges for which certain, measures are examined here like, several program should be conducted to motivate women entrepreneurs and at the same time to improve the mind set of society, programs can be conducted wherein presently successful women entrepreneurs can show the path to new women entrepreneurs, government should also setup certain policies for women. Entrepreneurship opportunities, designing a curriculum for women entrepreneurship promotion, vocational training, practical marketing skills should imparted, basic education facilities, advisory committee can be setup wherein successful entrepreneurs can be a part of this committee and they can further advice the new women entrepreneurs.

Chinonye Okafor & Roy Amalu. (2010), seeks to find out the relationship between motivational factors and women entrepreneurial challenges women are motivated into the business by different kinds of factors. Motivational and entrepreneurial challenges tend to provide some useful insight into some theoretical issues on the one hand and on the other hand ,

it raises some practical implications for the policy makers both in government and women entrepreneurs .Motivational factors plays a very vital role in the life of women entrepreneurs as during their business journey they are prone to several challenges which generally affect their performance, so at that point of time motivational factors helps the women entrepreneurs to face all kinds of challenges effectively with proper solutions in hand.

Research Methodology

Research methodology is a way to systematically solve the research problem it may be understood as a science of studying how research is done scientifically. In this, we study the various steps that are generally adopted by a researcher in studying his research problem along with the logic behind. It is necessary for the researcher to know not only the research methods or techniques but also the methodology. Researcher not only needs to know how to develop certain indices or test, how to calculate the mean, the mode, the median, or the standard deviations or chi- Square, how to apply particular research techniques, but researcher should also need to know which of these methods or techniques are relevant and which are not, and what would they mean and indicate. Researcher also need to understand the assumptions underlying various techniques and they need to know the criteria by which they can decide that certain technique and procedure will be applicable to certain problems and other will not.

All this means that it is very much necessary for the researcher to design a methodology for his/her problem as the same may differ from problem to problem. For example :- an architect,, who designs a building , has to consciously evaluate why and on what basis of this he selects particular size, number, and location of doors, windows, and ventilators, uses particular materials and not others and the like. Similarly, in research the scientist has to expose the research decisions to evaluate before they are implemented. He has to specify very clearly and precisely what decisions he selects and why he selects them so, that they can be evaluated by others also.

In other words, we can say that research methodology has many dimensions and research methods do constitute a part of the research methodology. The scope of research methodology is wider than that of research methods. Thus, when we talk of research methodology we not only talk of the research methods but also considers the logic behind those methods we use in the context of our research study and explain why we are using a particular method or technique ad why we are not using others so that research results are capable of being evaluated either by the researcher himself or by others.

Research Method which I will use for my research study is **Qualitative Research Method** which is as follows:-

1- **One- to –one Interview**
2- **Ethnographic Research**
3- **Case study Research**
4- **Observation**
5- **Survey**

Research Design

A research design is the arrangement of conditions for collections and analysis of the data in manner that will combine relevance to the research purpose with economy in procedure. Research design is the conceptual structure within which research is conducted; it constitutes the blue print for the collection, measurement and analysis of the data.

Data Collection

The task of data collection begins after a research problem has been defined and research design/ plan chalked out. While deciding about the method of data collection to be used for the study, the researcher should keep in mind two types of data: Primary data and Secondary data.

1. **PRIMARY DATA:-** Primary data will be collected by surveying private women entrepreneurs running their own business units in Uttarakhand information. Methods which I will use for my research study are as follows:

    a. **Observation method: -** Observation method is the most commonly used method especially in studies relating to behavioral sciences. Observation becomes a statistical tool and the method of data collection for the researcher when it helps to serve the basic objectives. Observation is always planned and recorded and is subjected to check and control on validity and reliability.

    I will use this observation method to observe all the constraining factors faced by the private women entrepreneurs in Uttarakhand

    b. **Interview method: -** Interview method of collecting data involves presentation of data of oral – verbal stimuli and reply in terms of oral verbal responses.

    I will use this interview method to collect the detailed information from women entrepreneurs of Uttarakhand. I will be collecting information through interview method by two different ways which are as follows:

i. **Personal interview method**: - I will use personal interview method to collect the detailed information by asking certain prescribed questions from the women entrepreneurs of Uttarakhand.

ii. **Telephonic Interview method**: - I will use telephonic interview method for collecting information from women entrepreneurs who are not easily available for face to face conversation in Uttarakhand.

c. **Questionnaires method:-** This method of data collection is quite popular, particularly in case of big enquiries. For collecting the data about problems of women entrepreneurs on large scale, I will use questionnaire method of data collection.

2. **SECONDARY DATA:-.** Secondary data means data that are already available i.e they in refer to the data which have already been collected and analyzed by someone else. When the researcher utilizes secondary data, then he has to look into various sources from where he can obtain them.

I will obtain secondary data about the constraining factors of women entrepreneurs in Uttarakhand through four different sources which are as follows:

1. **Journals**
2. **Magazines**
3. **Research publication**

Sampling

Sampling is the selection of some part of an aggregate or totality on the basis of which a judgment or inference about the aggregate or totality is made. In other words, it is the process of obtaining information about the entire population by examining only a part of it.

SAMPLING UNIT: - 5cities of Uttarakhand.

SAMPLE SIZE: - 100 units

NUMBER OF CITIES: - I will take 5 cities of Uttarakhand.

1. **Dehradun**
2. **Haridwar**
3. **Roorkee**
4. **Rishikesh**
5. **Haldwani**

SOURCE LIST: - Private women entrepreneurs.

Instruments of Data Collection

For quantitative data collections, I will use questionnaire methods to collect quantitative data through which I will be analyzing frequency distribution, central value of data standard deviation and correlations between two variables.

Statistical Tools

Selection of tools and technique plays a very vital role in research. The collections of data will be used with some statistical tools like Central tendency, and correlations analysis and frequency distributions.

Charts and Diagrams

In this research work, I will use chart and diagrams for effective representation of data and for better understating of research facts.

Frequency Distributions

Collected data will be distributed in frequency.

Central Tendency Measurement

According to the collection of the data, central values of data will be analyzed by mean in this study.

Standard Deviations

Standard deviations will be used to quantify the amount of variations or dispersion of a sets of data values.

Correlation Analysis

In the research work, for comparing two variables of research I will use correlations analysis as a statistical tool.

Hypothesis

Hypothesis is usually considered as the principal instrument in research. Its main function is to suggest new experiments and observations. Ordinarily, when one talks about hypothesis, one simply means a mere assumption or some supposition to be proved or disproved. But for a researcher hypothesis is a formal question that he intends to resolve .Thus, a hypothesis may be defined as a proposition or a set forth as an explanation for the occurrence of some specified group of phenomena either asserted merely as an provisional conjecture to guide some investigation or accepted as highly probable in the light of established facts. Quite often a research hypothesis is a predictive statement, capable of being tested by scientific methods, that relates an independent variable to some dependent variable.

Hypothesis of my research study are as follows:

- Constraining factors effect's positively on the performance of women entrepreneur.
- Constraining factors effect's positively on the efficiency of women entrepreneur
- Constraining factors effect's positively on the women entrepreneurship development.

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